

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
EXAMINATION QUESTION PAPER: RESIT/ SUPPLEMENTARY

TITLE OF PAPER: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: JMC 238

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER THREE QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

ANSWER ANY THREE QUESTIONS.
EACH QUESTION CARRIES 20 MARKS.

Question 1

Identify and explain the key steps to be followed in preparing a Public Relations Campaign.
Provide examples for your answer. **(20 marks)**

Question 2

Discuss the effects of advertising on society. **(20 marks)**

Question 3

Critically evaluate how advertising works. Provide concrete examples. **(20 marks)**

Question 4

Providing relevant examples to illustrate your answer, describe the techniques of public relations. **(20 marks)**

Question 5

What is the relationship between public relations, advertising and marketing? Provide relevant examples to illustrate your answer. **(20 marks)**

Question 6

List and discuss 4 functions of Public Relations and 4 functions of advertising **(20 marks)**

END OF PAPER